

27/03/2014 - Press Release - YouRock launches today across Europe

YouRock (<http://YouRock.Jobs>) is an online youth employability network that launched today in 13 languages. It helps young people discover their hidden work skills and gives them the language of business to describe those skills.

The founder and CEO of YouRock, Ian Clifford said, "Young people are often described as the 'lost generation'. This assumes we and they can do nothing about it. At YouRock we don't believe that. YouRock has been designed specifically for young people, and all users will end up with a dynamic profile, even if they have little employment or education history".

The prototype for the profile was developed by young people in a hackathon in Lithuania and paid for with crowdfunding. Liberty Global, the largest international cable company with operations in 14 countries, has since supported its development and launch. In January YouRock was also shortlisted as a semi-finalist in the "The Job Challenge", the European Commission Social Innovation Competition.

There are six groups of skills in the system: leadership, communication, analytical, creative, technical, and organizational. The system creates a personalized graphic 'diamond' of these skills groups for each user. To strengthen the profile the user can add links to their online content, such as a video, a blog, or a collection of photographs, to demonstrate specific work skills. Users can also get their skills endorsed, and the system encourages people to highlight their technology skills. The platform will in return highlight to users skills training opportunities in the world of technology jobs, amongst others.

Visitors can see all profiles in any of the thirteen languages, and there will be more European languages in the coming months. It would help users in border areas or those with multiple language skills to promote their profile to international employers.

Manuel Kohnstamm, Senior Vice President and Chief Policy Officer of Liberty Global, said: "Liberty Global helps the next generation to use technology not only as an intrinsic part of their lives, but also as a great opportunity for career development. Young people face numerous challenges in the early years of their professional development and they do not always find what they need in existing online career networks. The most popular sites are not always designed for young people's profiles because of their lack of work experience and employment history. With YouRock we want to fill this gap. YouRock is a powerful initiative to stimulate job opportunities in the European digital economy."

Ian Clifford concluded, "We want young people to see that their employability is something that they can manage and develop and that they are not 'lost'. We want them to look in the mirror every morning and think, '*you rock*'."

Ends

More information: <http://YouRock.Jobs> and its news site <http://LatentSkills.com>

Liberty Global: <http://libertyglobal.com/cr>

EC Social Innovation Competition: <http://socialinnovationcompetition.eu>

YouRock is available in English, German, French, Spanish, Italian, Greek, Dutch, Polish, Romanian, Lithuanian, Croatian, Serbian, and Russian.